

How to produce informative & low-cost farm videos



Webinar 9.12.2020 4-5 PM
Thomas.Alfoeldi@fibl.org

Content

1. Intro 5'
2. Equipment 15'
3. Planning 10'
4. Filming 10'
5. Editing 10'

Q & A
Your experiences



Photo: Donausoja/Ina Jaeger

Why to produce your own video?

- Powerful dissemination tool
- Knowledge of stakeholders
- Increasing the impact of field days etc.
- Equipment is good, simple & inexpensive
- Increased demand in times of COVID !

Photo: Donausoja/Ina Jaeger



Video applications in agriculture



Films in agriculture: Long history



Practice Innovation



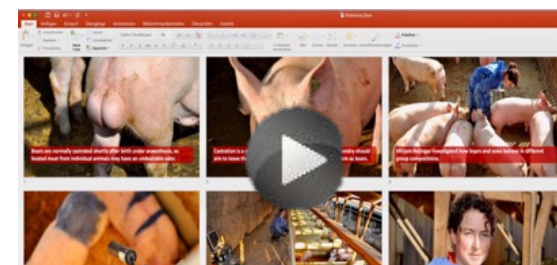
Tutorials



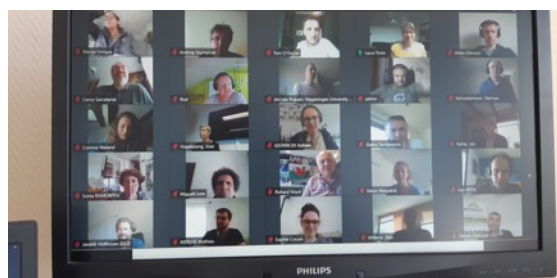
Events



Lecture-style



Story-telling in PPT



Videos in Webinars



Livestream, «Farminar»



Explainer videos

3 steps of each video production

1 Pre-Production: planning, equipment



2 Production: shooting



3 Post-Production: editing/dissemination



Smartphone, VideoCam or PhotoCam?



Smartphone

- + Cheap, always at hand
- + Picture quality
- + Easy to operate
- External mic needed,
- Image control in sunshine
- No zoom



VideoCam

From 300 € e.g. Sony HDR-CX625 Full HD

- + Zoom wide/tele
- + Viewfinder for Image control
- + Handling
- Additional costs

Plugs for Mic and headphone!



PhotoCam

- + picture quality
- Handling needs exercise
- Picture control

External mic: Crisp sound without wind noise



Lavalier mic

20 Euro

<https://www.youtube.com/watch?v=yiWHsfjHGQ>



Shotgun mic

50 Euro

<https://www.youtube.com/watch?v=HWL3mZkUnW8>



Wireless mic

160 Euro

<https://www.youtube.com/watch?v=1uTFm-tu41s>

Stabilize your video



Rig

20 Euro

<https://www.youtube.com/watch?v=b-eWH-boeXE>



Gimbal

150 Euro

<https://www.youtube.com/watch?v=AphESb06R8Q>



Shoulder rig

50 Euro

<https://www.youtube.com/watch?v=yCT9LnHPJk>



Tripod with video head

200 Euro

<https://www.youtube.com/watch?v=oFTPxQMdmho>

Nice-to-have equipment



Actioncam

e.g. GoPro



Drone

e.g. DJI Mavic air mini

<https://dronerush.com/international-drone-laws-16520/>



DJI Osmo Pocket

Compact stabilized handheld cam

<https://www.techradar.com/reviews/dji-osmo-pocket>

Time for exchange: **Equipment**

Q & A

Your experiences



Plan your video – tell a story

Tell the viewer...

- Relevance of the topic
- What will he/she learn

Intro 30“

- Define main key messages and length for each part
- Make chapters

Main Part 90“

- Conclusion
- Call for action

Outro 30“

Example: Intro Stubble cultivation

<https://www.youtube.com/watch?v=wsK6U8c5Jso>

Video 1



NET
arable

Hansueli Dierauer
FiBL consultant

Understanding A- and B-roll (footage)



B-Roll



B-Roll



B-Roll



B-Roll



B-Roll



A-Roll
Interview



A-Roll
Interview



A-Roll
Interview



A-Roll
Interview



A-Roll
Interview

Intro

Main part

Outro

Using A- and B-Roll in the editing program



Off-speaker or presenter?

Advantages

Disadvantages



Presenter

- efficient
- authentic

- suitable person
- good planning
- no corrections afterwards
- editing time consuming



Speaker

- writing afterwards
- precise formulations

- Less authentic
- writing needs more time

Combination: Moderator and off-speaker

Write an outline

Picture level

Content level

If you have questions, please contact:
matthias.klaiss@fibl.org, +41 (0)62 865-7208

Video outline Machine Demo (Example)

Content level (100 words=1 min) (What is said?)

- Explain the problem, relevance, topic, what will be shown in the video
- Explain where we are (Machine demonstration on weed control)
- The Relevance: Weed control key factor influencing economic production
- New technologies and machinery now available

Estimated time for intro: 45 sec

Main part: Explain your innovation step by step

- Show all machines presented at the demo-event
- The presenter explains the most relevant particularities of each machine, advantages, disadvantages. Max 45 sec for each machine

Estimated time: 5 minutes

Outro: recommendations, call for action, statements of farmers.
Estimated time: 1 minute

Picture level (What is shown?)

- e.g. presenting farmer, crop, machines
- Show site, overview machinery
- Introduce presenter
- Show some selected machinery in action to encourage viewers to continue to watch

e.g. presenter, machines, crop, farmers

- Show each machine in action, different perspectives, interesting details

- Presenter is visible from time to time, especially if he has to explain something directly at a machine, otherwise he speaks in the off to pictures machines in action
- Show participants examining the work of the machine, hands in soil, close ups of soy-

- 1-2 statements of farmers participating at the demo e.g. Which machine suits best on my farm
- Further information

Time for exchange: Planning

Q & A

Your experiences



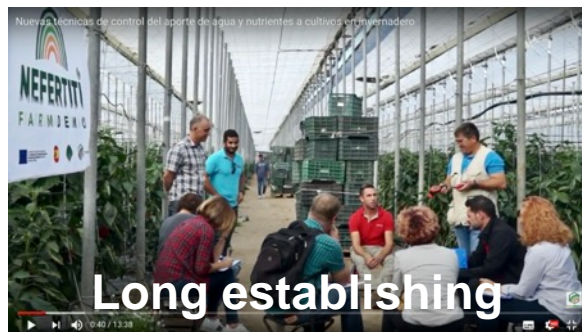
Tipps for interview

- Interviewed person (IP): sitting or standing
- Focus on IP and content -> tripod, camera in auto mode
- Always check sound via headphones
- Let IP speak freely
- Keep eye contact, mute, nod
- Ensure relaxed atmosphere, little interruptions
- Ask follow-up questions, let IP repeat if not focussed enough



[Link to tutorial](#) "How to conduct interviews"

Cadrage, Rule of third



Shooting B-roll/Footage

- Sufficient footage, min 30 sec, no pan, no zoom!
- Various settings: Long, medium shot, close-ups
- Move camera slowly, avoid zooming



[Link to tutorial](#) "How to create varied footage"



Long shot, establishing



Medium long shot



Close-ups



Close-ups with Action Cam



Close-ups with Tele



Footage

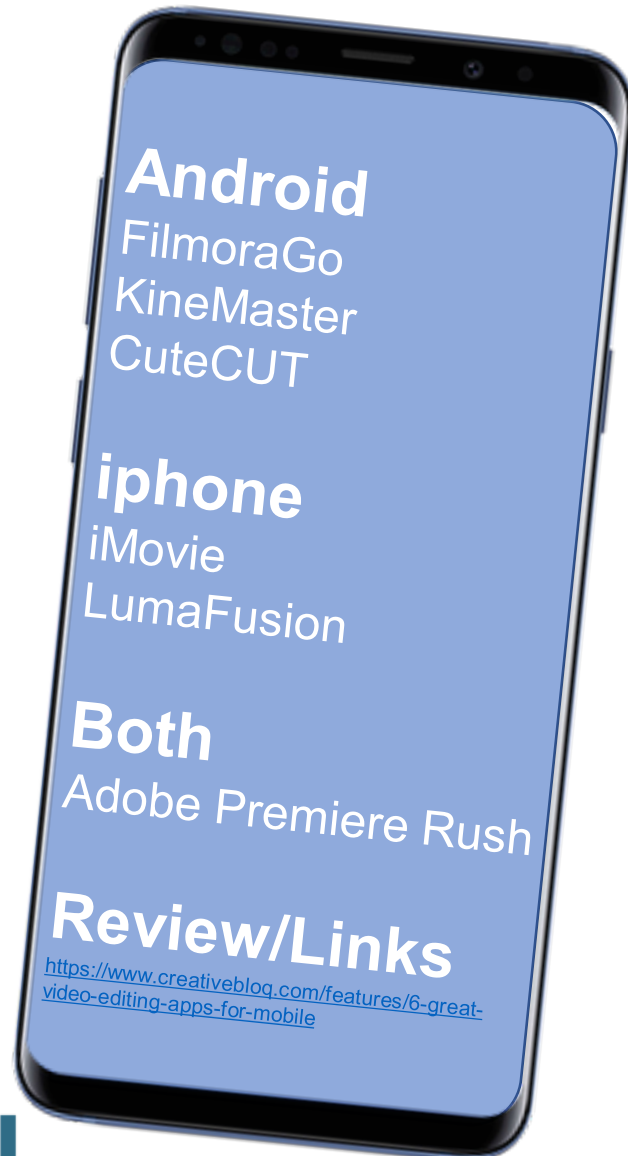
Time for exchange: **Filming**

Q & A

Your experiences



Editing software



	Price		Points		
Apple Final Cut Pro X (10.4.4)	330	Mac	82	sehr gut	3/19
Magix Vegas Pro 17	599	PC	82	sehr gut	1/20
Magix Video Pro X (17.0.1.31)	399	PC	79	sehr gut	6/19
CyberLink PowerDirector 18 Ultimate	130	PC	77	sehr gut	6/19
CyberLink PowerDirector 365	70***	PC	76	sehr gut	5/19
Blackmagic DaVinci Resolve Studio 16.2	325	PC/Mac	74	sehr gut	4/20
Corel Pinnacle Studio 23 Ultimate	130	PC	74	sehr gut	1/20
Magix Video Deluxe Premium (19.0.1.18)	129	PC	73	sehr gut	6/19
Magix Vegas Movie Studio 16 Plat.	70	PC	72	gut	1/18
Corel VideoStudio Ultimate 2019	90	PC	65	gut	3/19
Adobe Premiere Pro CC 2018	*	PC/Mac	80	sehr gut	2/18
Blackmagic DaVinci Resolve 12.5 Studio	1077	PC/Mac	76	sehr gut	2/17
Blackmagic DaVinci Resolve 12.5	0	PC/Mac	75	sehr gut	2/17
Adobe Premiere Elements 2018	99	PC/Mac	70	gut	1/18

Tips for editing

1. Decision: On Smartphone or Computer
2. Choose software (test with free trials)
3. Edit voice track first
4. Place B-roll pictures over audio track
5. Add titles and breaks
6. Use effects very sparingly
7. Add music



[Link to tutorial](#) "How to edit your video"



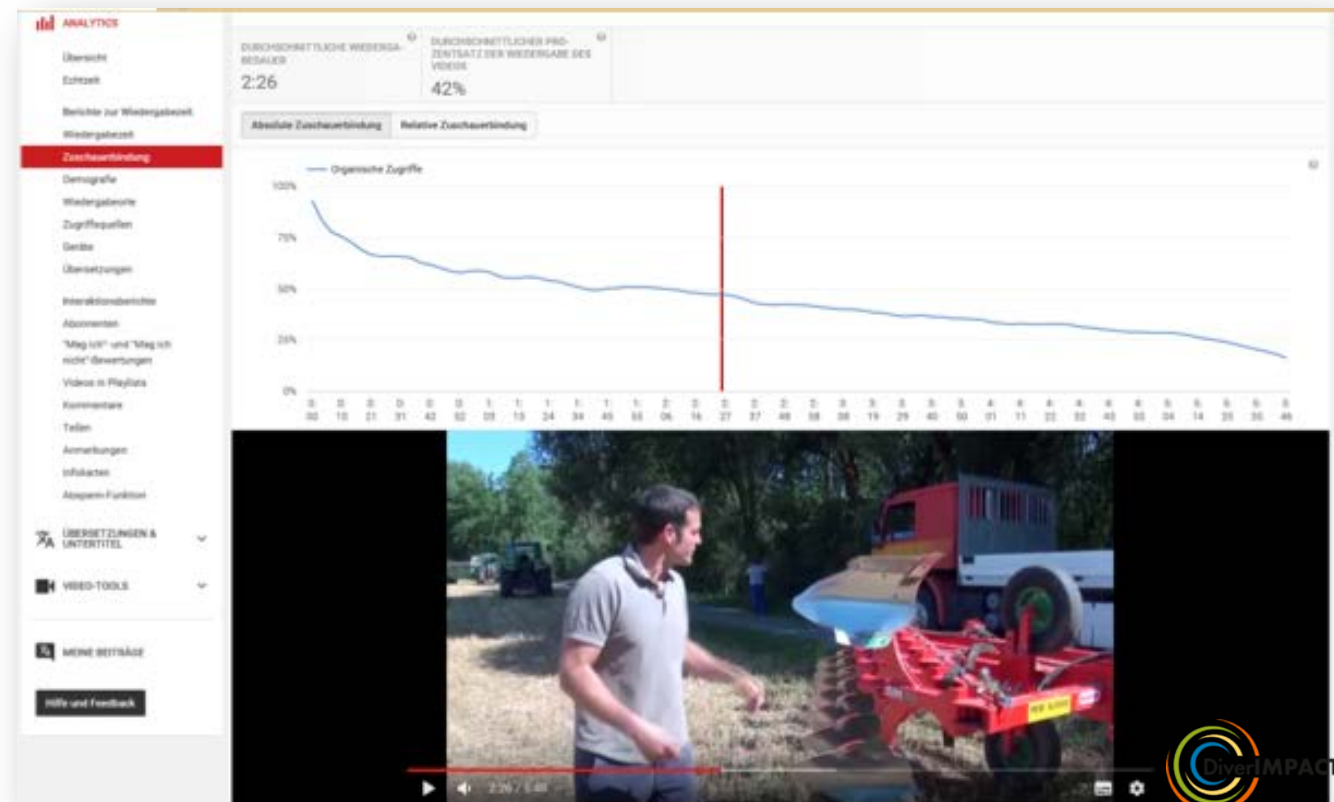
Ideal length of a video...

... does not exist -> **As short as possible, as long as necessary**

Ideally 2-3 minutes -> **YT-users are quickly lost**

Show rough cut to a friend -> **kill your darlings!**

Rule of thumb: 1 min video -> **100 words (650 characters)**



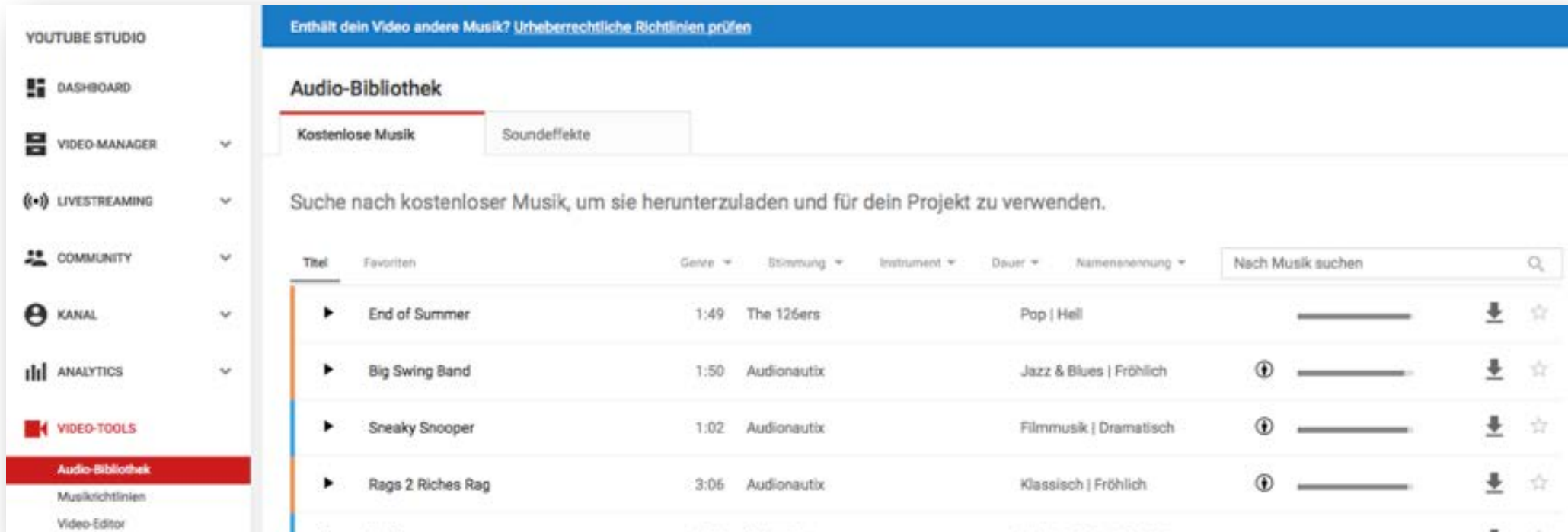
Use only license-free music

Audio library in YouTube: free of charge

Other music providers:

<https://audiojungle.net> ca. USD 20.-

<https://www.premiumbeat.com> ca. USD 50.-



The screenshot shows the YouTube Studio interface, specifically the 'Audio-Bibliothek' (Audio Library) section. The left sidebar contains navigation options: DASHBOARD, VIDEO-MANAGER, LIVESTREAMING, COMMUNITY, KANAL, ANALYTICS, VIDEO-TOOLS, and Audio-Bibliothek (highlighted). The main content area has a blue header with the text 'Enthält dein Video andere Musik? Urheberrechtliche Richtlinien prüfen'. Below this, the 'Audio-Bibliothek' section is active, with tabs for 'Kostenlose Musik' and 'Soundeffekte'. A search bar is present with the text 'Suche nach kostenloser Musik, um sie herunterzuladen und für dein Projekt zu verwenden.' Below the search bar, there is a table of music tracks with columns for Titel, Favoriten, Genre, Stimmung, Instrument, Dauer, Namensnennung, and a search bar. The table lists four tracks: 'End of Summer' (1:49, The 126ers, Pop | Heil), 'Big Swing Band' (1:50, Audionautix, Jazz & Blues | Fröhlich), 'Sneaky Snooper' (1:02, Audionautix, Filmmusik | Dramatisch), and 'Rags 2 Riches Rag' (3:06, Audionautix, Klassisch | Fröhlich). Each track has a play button, a download icon, and a star icon.

Titel	Favoriten	Genre	Stimmung	Instrument	Dauer	Namensnennung	
▶ End of Summer		1:49	The 126ers	Pop Heil			⬇️ ⭐
▶ Big Swing Band		1:50	Audionautix	Jazz & Blues Fröhlich		ⓘ	⬇️ ⭐
▶ Sneaky Snooper		1:02	Audionautix	Filmmusik Dramatisch		ⓘ	⬇️ ⭐
▶ Rags 2 Riches Rag		3:06	Audionautix	Klassisch Fröhlich		ⓘ	⬇️ ⭐

Time for exchange: **Editing**

Q & A

Your experiences



Summary & recommendations

- **Start with a simple topic suitable for visualisation**
- **Prepare outline with key messages**
- **Select a suitable presenter**
- **Use external microphone and tripod**
- **Shoot enough B-roll/footage**



Download our video guide

February 2021
Annex to Deliverable 4.3

Video production for agriculture A guide for farmers, advisors and researchers

WP4: Increasing access through virtual demonstration

In English, Polish, French, Italian, German, Spanish

<https://farmdemo.eu/hub/app/project-outputs>



PLAID
PEER-TO-PEER LEARNING:
ACCESSING INNOVATION
THROUGH DEMONSTRATION



This project has received funding from the
European Union's Horizon 2020 research
and innovation program under grant
agreement No 727388

**Thanks for your participation
and all the best with your own farm videos!**



Additional topics

Subtitles /Translations


Animated PPT

Tutorials

Livestream

Explainer videos

How to add subtitles/translations on YouTube



Dieter Leibing
Biolandwirt und Maschinenbauer

Sichelhacke entwickelt und vorgestellt von Dieter Leibing an den Oekofeldtagen 2019 in Kassel

5.928 Aufrufe • 28.11.2019

Farm Demo
512 Abonnenten

Dieter Leibing – Landwirt und Maschinenbauer – hat vor fünf Jahren seinen Betrieb auf Bio umgestellt. Die gängigen Hackgeräte entsprachen nicht seinen Ansprüchen: Sie waren ihm zu kompliziert, zu verschleissanfällig und zu teuer. So dass ich die Sichelhacke, wie sie hier zu sehen ist, für meinen eigenen Betrieb entwickelt habe. In diesem Video zeige ich euch, wie die Maschine aufgebaut ist und wie sie funktioniert. Die Sichelhacke vorgestellt von Dieter Leibing an den Oekofeldtagen 2019

Probleme bei den gängigen Hackgeräten

Deutsch ▾

Nächste Titel

Maschinendemo: Mechanische Unkrautregulierung in Soja
FIBL Film
10.450 Aufrufe • vor 1 Jahr
5:38

Maschinendemo: Unkrautregulierung im...
bauernfilme
1.895 Aufrufe • vor 7 Jahren

Melden
Transkript öffnen
Übersetzungen hinzufügen

Creating subtitles and translations in YT

A) Video owner: Create a transcript of the original language (YT or manually)

YT manager: Upload the transcript, fine tune (in YT studio)

B) YT manager: Download the subtitles as srt file (with time codes)

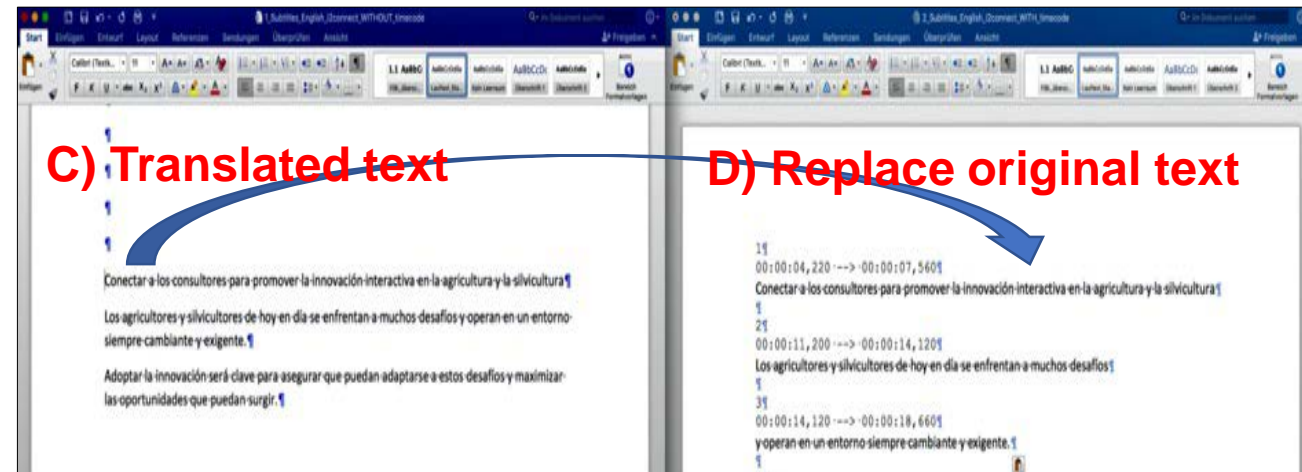
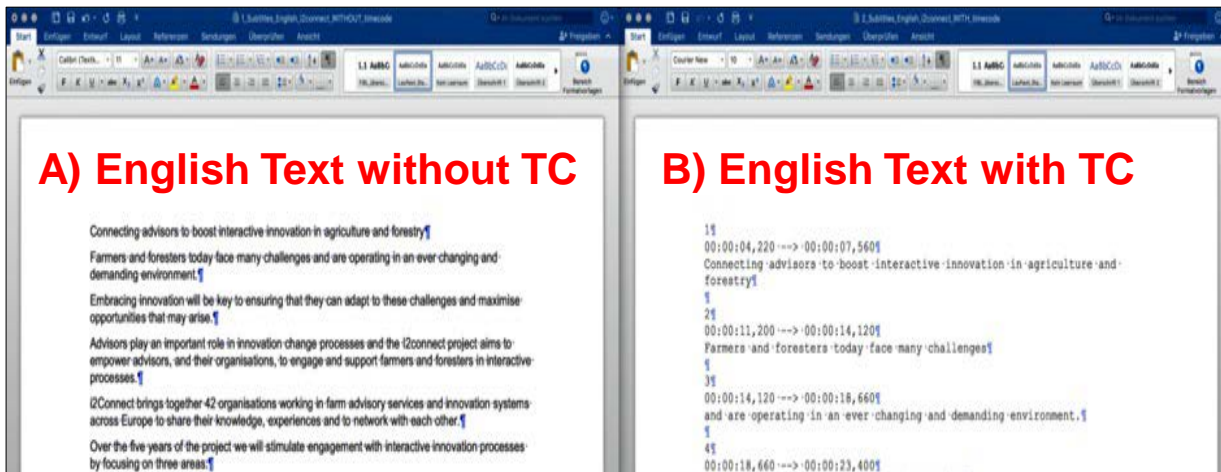
C) Partner: Translate the English text, replace English in srt, do not change timecodes

Partner Send file back to YT manager

YT manager creates srt file and uploads it to YT

Partner: Translate also title and short description

Try speech-to-text app if you have many videos to subtitle (e.g. sonix.ai \$10 / HOUR)



Title, description and tags on YouTube

Studio

Auf deinem Kanal suchen

Inhalte des Kanals

Désherbage - 10 herse étrilles et bineuses

10:05

Video

Désherbage mécanique - Démonstr...

Details

Analytics

Editor

Kommentare

Untertitel

Videodetails

Standard

Weitere Optionen

ÄNDERUNGEN RÜCKGÄNGIG MACHEN

SPEICHERN

Titel (erforderlich)

Désherbage mécanique – Démonstration de herse étrilles et bineuses

Beschreibung

Aux « Werktuigendagen » à Oudenaarde, à l'ouest de la Flandre, Inagro a organisé une démonstration de désherbage mécanique. En agriculture biologique, les machines sont en fort développement, les outils deviennent de plus en plus performants. Dans cette vidéo, Lieven Delanote présente des herse-étrilles et bineuses suivantes :
Treffler
Garford Inrow
Monosem
Kongsilde Vibro Crop Intelli
Carré econet
Garford robocrop
Steketee IC Light
APV Kruse
Carré
Einboek Aérostar rotation

Thumbnail

Du kannst ein Bild auswählen oder hochladen, das den Fans zeigt, was in deinem Video passiert. Ein gutes Thumbnail fällt auf und erzeugt Interesse bei den Zuschauern. [Weitere Informationen](#)

Zielgruppe

Wurde dieses Video speziell für Kinder erstellt?

Unabhängig von deinem Standort gelten die Bestimmungen des US-Gesetzes zum Schutz der Privatsphäre von Kindern im Internet (Children's Online Privacy Protection Act, COPPA) und/oder anderer Gesetze. Du musst angeben, ob deine Videos speziell für Kinder erstellt wurden. [Informationen dazu, welche Inhalte als "speziell für Kinder" gelten](#)

☐ Ja, es ist speziell für Kinder

☒ Nein, es ist nicht speziell für Kinder

Altersbeschränkung (erweitert)

Tags

yt:cc-on

machine demonstration

organic farming

mechanical weed control

herbicide free weed control

agriculture

Subtitles

Désherbage - 10 herse étrilles et bineuses

00:00 / 10:04

Videolink

<https://youtu.be/KmmlRuA9MxQ>

Datename

MachineDemo_kurz_Weeding 1.mov

Videoqualität

HD

HD

Sichtbarkeit

Öffentlich

Playlists

5 Playlists

Abspann

Infokarten

FiBL

DiverIMPACTS

Creating an animated Slideshow as video in PPT

Example: <https://youtu.be/8kv85NhNdtI>

Video 2



Tutorial style

- For more complex content
- Good planning of content and visualisation
- Green screen technique, lamps not needed
- Use beamer, teleprompter app, or cards to remember text



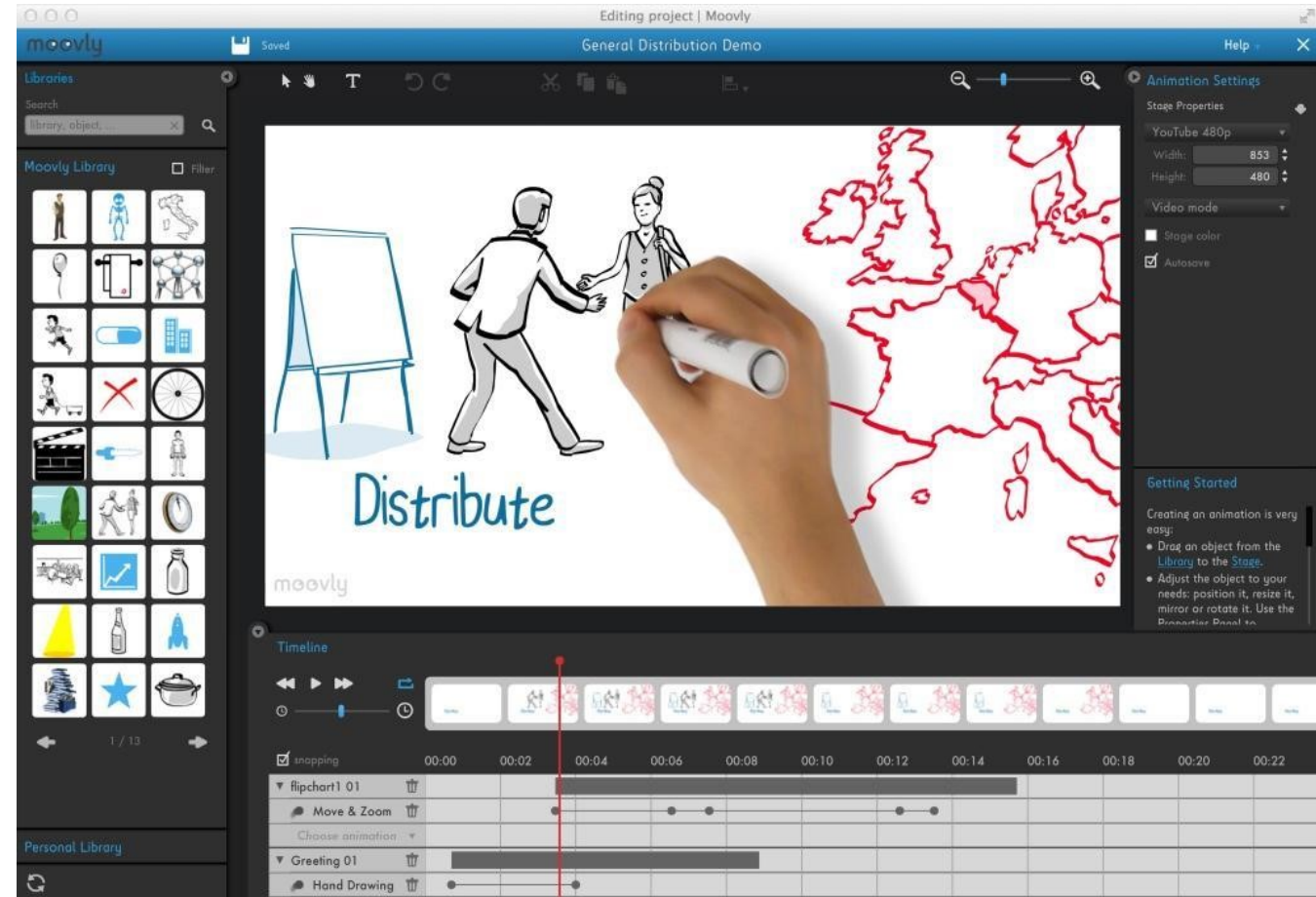
Livestream

- Smartphone, bluetooth headset with microphone, mobile router
- **Via YouTube:** + picture quality; - time latency (30 sec); - interaction via chat
- **Via Zoom:** - picture quality; + no time latency; + chat or live audio interaction



Explainer videos

- For complex topics
- Fast and not expensive
- Good storyboard needed
- They all look similar...



Link to different programs <https://www.wowmakers.com/blog/explainer-video-software/>

Filming at conferences, project meetings

- Overview or selected topics
- Footage: Speakers, audiences etc.
- Footage: Photos, PPT, videoclips from interviewed partner

